

Message Text

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PASS USDA/FAS/3TSD FOR EDWARD C. COLLINS

E.O. 11652: N/A
TAGS: BAGB KU
SUBJECT: PROPOSED PROCESSED FOOD SALES TEAM VISIT

REFC KAL DOBBINS-COLLINS 2-26-77 FAS AIRCOMM, (B) 76
STATE 011372

1. PLANNED PROCESSED FOODS EXHIBITION WILL BE TOO SMALL AND OF TOO SHORT A DURATION TO HAVE A FAVORABLE IMPACT ON THE KUWAIT MARKET. THE MAJOR FOOD IMPORTERS STILL REMEMBER THE PROFESSIONALISM THE QUALITY, AND THE RANGE OF THE WEEKLONG AMERICAN FOOD EXHIBIT, APRIL QOUY, IN WHICH 33 FIRMS PARTICIPATED. INVIDIOUS COMPARISONS WOULD BE DRAWN BETWEEN AN EIGHT FIRM MINIASEQUEL TO THE TEHRAN FAIR AND THE NINE-MONTHS-IN-PREPARATION, MAJOR EXHIBITION WHICH FILLED THE BALLROOM OF THE KUWAIT HILTON.

2. BESIDES ABOVE, ADMINISTRATIVE AND LOGISTICAL DEMANDS MAKE MANY MONTH LEAD TIME NECESSARY FOR ANY KIND OF EXHIBITION IN KUWAITM UNDER KUWAITI LAW, A DISPLAY OF ANY PRODUCT IS CONSIDERED AN EXHIBITION OR FAIR AND REQUIRED MULTIPLE CLEARANCES FROM DIFFERENT MINISTRIES. FOOD PRODUCTS REQUIRE MINISTRY OF HEALTH TESTING AND APPROVALM PREPARATIONS FOR THE AMERICAN FOOD EXHIBIT
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BEGAN TWO YEARS PRIOR TO ITS OPENING AND INCLUDED MANY VISITS BY ADVANCE MAN. TWO AND HALF MONTHS LEAD TIME PRIOR TO ARRIVAL OF PROCESS FOODS GROUP, WITHOUT ADVANCE MANN IS NOT SUFFICIENT.

3. EMBASSY SUGGESTS THAT SALES TEAM CONCENTRATE ON MAKING PERSONAL CALLS ON MAJOR FOOD IMPORTERS AND OTHER

INTERESTED FIRMS WITH PRODUCT LITERATURE IN HAND; SAMPLES CAN BE AIR-FREIGHTED IN ONCE THE TEAM RECEIVES A POSITIVE RESPONSE TO ITS SALES EFFORTS. SINCE KUWAIT IMPORTS OVER 98 PERCENT OF ITS FOOD NEEDS, EMBASSY CAN EASILY ARRANGE A VERY FULL SCHEDULE OF BUSINESS APPOINTMENTS.

4. RESERVATIONS FOR EIGHT SINGLES AND ONE SUITE WERE MADE AT THE KUWAIT HILTON FOR JUNE EATM REQUEST NAMES OF SALES TEAM PARTICIPANTS. EMBASSY WILL NOT ASSUME LIABILITY FOR NO-SHOWS AND WILL CANCEL RESERVATION IF NAMES NOT FORTHCOMING.

5. IDEA OF RECEPTION BY TEAM FOR PROSPECTIVE CUSTOMERS BY INVITATION STILL VIABLE. BEFORE ARRANGEMENTS CAN BE MADE, FISCAL AUTHORIZATION IS REQUIRED.

6. AS STREET ADDRESSED ARE NONAEXISTENT IN KUWAIT, RENTED CAR WITH DRIVER IS A GREAT HELP IN GETTING TO APPOINTMENTS. FOR EIGHT BUSINESSMEN SUGGEST USDA PROVIDE AUTHORIZATION FOR RENTAL OF THREE, OR PREFERABLE FOUR CARS WITH DRIVER AT PRESENT GOING RATE OF \$42 PER DAY. IF USDA CANNOT PROVIDE SUCH AUTHORIZATION, PLEASE ADVISE WHETHER INDIVIDUAL TEAM MEMBERS WILLING TO PAY FOR CARS. IF SO WE CAN RESERVE AS MANY CARS AND DRIVERS AS ARE REQUESTED.

7. RE PARA 2 REF A, EXHIBIT SPACE HAS NOT BEEN RESERVED AT KUWAIT HILTONN AND EMBASSY DOES NOT PLAN TO DO SO IN LIGHT RECOMMENDATIONS ABOVE.
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